

# ESCALON

## San Joaquin County



# California



*A typical home  
in the town of  
Escalon.*



*Escalon  
churches have a  
homelike  
appearance.*



*Truck gardening  
is important  
along the  
Stanislaus  
river.*

*Upper left: Tokay grape vineyard. Center: Holstein-Friesian dairy herd in foreground of a "diversified" farm. Upper right: A productive peach orchard.*



IN THE center of a highly productive agricultural community lies the town of Escalon in the South San Joaquin Irrigation District. This district is an important part of San Joaquin County, California, which ranks fourth among all the 3,065 counties of the United States in agricultural production and first among the four highest counties in production per acre. (U. S. Agricultural Census, 1920.)

Escalon is a new town in a new community, built by the acquirement of water for every government 40 acres of its fertile soil, through the formation of a 71,000-acre irrigation district in 1908.

Escalon has grown with its supporting communities from an area of farm land to a progressive, thriving town, with all the modern improvements and advantages that such a western town offers. It has paved streets, fire protection, sanitation, electricity, telephone, telegraph and water systems.

Practically every line of necessary mercantile business is represented, but a steady, consistent growth is making way for more.

Churches, civic and fraternal organizations play an important part in the life of Escalon. Its schools uphold the high California stan-





dard in the location here of a union high school in its seven-grammar school district.

When water was brought to the district in 1908, it also brought about a transition from a grain center to more productive crops of fruits, nuts, field crops, alfalfa and the dairying industry. The supporting community around Escalon has naturally shared in this change and today has many diversified acres of grapes—both table and juice varieties, peaches, apricots, figs, prunes, walnuts, almonds and olives.

Dairying, through the production of alfalfa and other forms of ensilage, is an important industry and supplies a regular weekly or semi-monthly income in addition to that derived from the seasonal crops.

Poultry raising, too, is important since the community has many natural advantages which make it practical—climate, water, shade, ample feed and a nearby demand for its products.

Soil, water and drainage have been major factors in the growth of the district and the community, but the typically California climate which is enjoyed here has played an important part. The average temperature for the past 15 years has been 60 degrees,

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*Upper left: Grammar school. Center: Main street of Escalon. Right: Union high school.*

while the average rainfall for the past 35 years has been 16 inches annually. Warm summer days, required for maximum crop yields, are tempered at night by the cool breezes of the Pacific ocean. Withal, through its mildness, it is an all-year working climate.

Production in this community is highly profitable for the farmer through co-operative marketing and exceptional transportation facilities. Escalon is on the main line of the Atchison, Topeka & Santa Fe Railroad and the Tidewater Southern (electric) Railway, a "feeder" line to the Western Pacific Railroad.

Via Stockton, 21 miles away, it has tide-water navigation and transportation to the San Francisco bay cities. Paved highways link the farms (through motor transportation) to Escalon, so that this further distribution can be achieved.

This close connection to markets also illustrate the accessibility of other than commercial activity to Escalon. The town is on the new direct highway to Yosemite valley, approxi-

The Escalo  
**CHAMBER OF**  
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mately 100 miles away. Within a few hours' ride from Escalon by rail or motor are located the majority of California's educational, scenic and vocational points of interest, such as the state capitol, universities, mountain lakes, and "big trees" and ocean bathing beaches.

All this is but a plain statement of facts in compact form regarding the material advantages which Escalon and its supporting community offers. If you are interested in these opportunities, you should know more of the people and their spirit of progressiveness.

Escalon is young, but it is a sturdy, healthy town which is growing and will continue to grow. Its population is new, being attracted from all parts of the United States. The pioneering has been done. There is no better time for you to join us here than now—to grow with Escalon.

If you cannot visit us now, write us for further information.

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**F COMMERCE**

California

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